



# City of Loma Linda Official Report

Floyd Petersen, Mayor  
Stan Brauer, Mayor pro tempore  
Robert Christman, Councilmember  
Robert Ziprick, Councilmember  
Charles Umeda, Councilmember

COUNCIL AGENDA: May 23, 2006

TO: City Council

SUBJECT: Presentation by Mary Casanova-Poland, Director of Sales and Marketing for the San Bernardino Convention & Visitors Bureau regarding California Welcome Centers

May 12, 2006

Dennis Halloway  
City of Loma Linda  
25541 Baron Road  
Loma Linda, CA 92354

Dear Mr. Halloway,

The California Travel and Tourism Commission authorizes designated locations for California Welcome Centers. California Welcome Centers are a major sales and marketing component in generating regional economic impact throughout the State. The State's annual tourism promotion budget has been proposed to receive an increased to \$10 million for the upcoming year.

We are in the process of documenting our regional support in order to move forward with requesting that San Bernardino be the regional location of a new official California Welcome Center. We have already submitted a letter of interest to establish a CWC.

The proposed site for the CWC will be at the interchange of the San Bernardino 10 Freeway and Interstate 215, because of its high visibility for north/south and west/eastbound travelers.

As a California Welcome Center, we will be automatically represented in the State's sales and marketing tourism campaigns. We will also have selected opportunities to participate in additional cooperative sales and marketing promotions.

We are very excited about the opportunity to represent the Inland Empire internationally and domestically and increasing the region's economic impact. As Jack Kyser reported in the enclosed article, "The tourism industry is the largest export industry in the combined San Bernardino/Riverside county region," this is our chance to capitalize on this tourism opportunity. We are asking for your financial support to make this regional Welcome Center a reality.

Once we have confirmed our "Investment Partners" we will proceed with the RFP for the California Welcome Center. We will keep you updated on its development.

Best regards,

*Steve Henthorn*

Steve Henthorn  
President/CEO

*Mary Casanova-Poland*

Mary Casanova-Poland  
Director of Sales and Marketing

# **CALIFORNIA WELCOME CENTER**

## ***CITY OF LOMA LINDA***

### **PARTNERSHIP BENEFITS**

Supporting the State's Visitor's message – "California Is A Premiere Destination" the CWC will educate visitors and regional residents that the CA Welcome Center is a great resource center for the entire state. As a viable partner you will receive the following benefits.

- You will have a personal resource for tourism expertise, technical and personnel support.
- You will have an opportunity to showcase your product with a 6x6 display on an interior wall or table with prominent placement of your collateral materials, brochures, posters, flyers etc. on a brochure display.
- You will have a new venue to sell your merchandise (souvenirs, food, beverages, and area manufactured products- ex. Graber Olives or wine.)
- Your information will be represented in newly created collateral which will be distributed internationally and domestically to educate visitors, local residents, and assorted travel professionals to include trade press, tour operators, group leaders, wholesalers and travel agents.
- Your information will be included in media kits, press releases, and backgrounds that will be distributed to local, regional, national and international media contacts. Media kits will include a CD of pictures as well as photos of the progress of the Center, artist renderings, a fact sheet, and a calendar of regional events.
- You will have an opportunity to be represented in a regional coupon book in order to further track the benefits of partnering with the CWC.

- You will be invited to co-host familiarization tours to travel trade media, tourism clients.
- You will have an opportunity to participate in sales and marketing opportunities with the CA Travel and Tourism Commission, to include tradeshow and media events.
- You will receive information on the latest travel trends that may possibly affect our sales and marketing efforts.
- You will have the opportunity to participate in the education of LA-ONT International Airport national and international airline personnel; airline stations managers and airline reservation department, about the region's resources, amenities and joint marketing opportunities.
- You will have the opportunity to participate in a regional hotel accommodation reservation system.
- You will have access to our databases for your targeted promotions.
- Your partnership in this regional investment will be commemorated on an inaugural plaque displayed in the Welcome Center.
- You will be included in the Grand Opening Ceremony program, which will be held throughout a designated weekend. Local, regional, and travel industry media representatives and area tourism representatives will be invited to tour the Center with presentations given by Federal, State and local elected officials, Convention & Visitors Bureau President/CEO, and state CWC representatives. The schedule of events will include a VIP reception, speakers, drawings, music and other entertainment. Commemorative promotional items will be distributed to all attendees.
- You will have an opportunity to host activities for guests at the CWC.
- You will have opportunities to speak at key events.

- You will have the option for your special event tickets to be available for purchase in the CWC.
- You will be included in any promotional material for the CWC and on local radio, television stations and print media.
- You will receive opportunities to partner in joint print advertising ventures.
- You will be represented on our regional CWC website, which is linked to the state's California Welcome Center page.
- You will be provided with an opportunity to advertise on the website and be included in additional electronic media advertising.
- You will be provided an opportunity to advertise at the Internet Café in the CWC.
- You may choose to be included in specific surveys that will request information for your benefit.
- You may conduct opportunity drawings at the CWC.
- You will be permitted to have your representatives/volunteers interact with the visitors in the Center.
- Your representatives/volunteers may receive training to better represent your interests and the region.
- In order to better represent you and the destination, we will continue to acquire corporate, local and regional partners and sponsors to participate in ongoing financial support and cooperative sales and marketing opportunities
- We will maintain active memberships with CalTIA (California Travel Industry Association) and TIA (Travel Industry Association). Also, we will continue to be the alternate representative for the CA Travel and Tourism Commission Rural Marketing Advisory Committee.

- We will establish and maintain databases for travel media, tour operators, group leaders, travel agents, wholesalers and visitors.
- We will have opportunities for volunteers to promote your city and interact with the visitors.
- The primary investment partners may have a representative participate with the CWC group of advisors.

In representing the region as a destination marketing organization, we are planning to incorporate these sales and marketing suggestions into your investment of the Official California Welcome Center.